



Virginia Green Event Profile:



Get Green Already!

Budgeting & Measurement: The Green Way to a Black Bottom Line



Virginia Beach, Virginia

June 5, 2009

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Get Green Already

"Working with the Virginia Beach Convention & Visitors Bureau to promote Virginia Beach as a green destination, our goal is to inform meeting and event planners and increase the participation of hotels and restaurants in the Virginia Green Program by educating the advantages of going green, budgeting for it, and measuring it."

Green Statement: "By greening our event, we demonstrate our commitment to the environment while maintaining our professionalism. It's time to start doing green."

CORE ACTIVITIES for Green Events

☒ This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- Compost food and other compostable items

☒ **Styrofoam elimination.** Events should eliminate the use of Styrofoam cups and plates. If disposables are used, these products that bio-based, made from recycled content, recyclable, and/or compostable. The organizers of this event pledge that:

- Do not use disposable food/beverage containers or cutlery

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper and print all documents double-sided

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
- Donate excess food from events

- Purchase locally grown produce and other foods
- Use reusable dishware and glassware
- Provide condiments in bulk
- Use water pitchers, bulk sodas and glass ware to minimize single use bottles
- Avoid box lunches and serve trays or platters of food instead
- Encourage the use of mass-transit and/or carpooling to the event
- Encourage suppliers to minimize packaging and other waste materials
- Provide for recycling of boxes and other set-up wastes

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a green event section on our event’s webpage highlighting all of our green activities

For more information on **Get Green Already 2009**, see www.associationgreen.com or contact **Joyce Patry** at jpatry@associationgreen.com or **757-473-8701**.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on “Events” for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

